

CREATE YOUR OWN PTA VALUE MESSAGE

When seeking PTA members, remember to always make an explicit Ask to Join. Clarify what PTA membership means and that it is different from volunteering. Remember that *everyone* belongs in PTA, and that *everyone* is interested once they understand the association’s value and role.

To create a custom PTA message, use the following three high-value areas for the different audiences your PTA wants to recruit. For each value, answer three questions and then combine into a Value Message. Below are sample answers put together to create an impactful statement.

See the complete details on creating your own custom messages with many more sample answers at [PTA.org-how-to-create-your-own-pta-value-message.pdf](https://pta.org/how-to-create-your-own-pta-value-message.pdf). Find it online at PTA.org. Under *Run Your PTA* menu, hover over *Membership*, and select *You Belong in PTA*.



Value 1: Our PTA Creates Connections

Questions	Sample Answers (Customize to your PTA)
Why should I join the PTA?	Your PTA membership can help you build a village to support your child and connect you locally and nationally to a network that supports all children.
Specifically, in what ways does the PTA Create Connections?	Meet and have fun with new people and families with kids your child’s age! Connect to important school and community resources.
How do those ways benefit me/my child?	Access resources both inside and outside the school building, like [insert examples of things your PTA has done or intends to do. You can also give examples from National PTA, like the Guides to State Assessments, mental health resources from the Healthy Minds Program, or parenting news and tips from the <i>Notes from the Backpack</i> podcast].



Our PTA Creates Connections

It takes a village to raise a child – and PTA is how you build that village for your child.

Our PTA

You should join our PTA because your membership can help you build a village to support your child and connect you locally and to a nationwide network that supports all children. When you belong to our PTA, you’ll connect to important school and community resources. Being a member of our PTA will help you access resources both inside and outside the school building, like mental health resources from Healthy Minds Program, or parenting news and tips from the Notes from the Backpack Podcast. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

CREATE YOUR OWN PTA VALUE MESSAGE #2



Value 2: Our PTA Supports Your Child

Why should I join the PTA?	Our PTA supports your child with education, health, and safety programs.
Specifically, how does the PTA support my child?	Gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; etc.
How do those ways benefit me/my child?	Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?



Our PTA Supports Your Child

PTA gives you the tools you need to support your child's academic, social, and emotional growth.

Our PTA

You should join our PTA because PTA supports your child with education, health, and safety programs. When you belong to our PTA, you'll gain access to resources that support whole child development in the arts and sciences; physical and mental health; digital safety and citizenship; and more! Our PTA helps you and your child by hosting guest reader events and book fairs and donating books to students to encourage a life-long love of reading. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

Customize the above graphic to fit your PTA message, PTA name, and add your website and QR Code.

CREATE YOUR OWN PTA VALUE MESSAGE #3



Value 3: Our PTA Amplifies Your Voice

Why should I join the PTA?	PTA amplifies your voice through collective impact. We can do more together than we can apart!
Specifically, in what ways does the PTA Create Connections?	Learn what you can do to positively impact students, families and schools, as well as education programs and services. Enhance your knowledge and skills as an advocate.
How do those ways benefit me/my child?	Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations.

The above message is consolidated into the following graphic.



Our PTA Amplifies Your Voice

As part of a national association, your PTA membership supports child advocacy efforts in our community, our state, and the nation.

Our PTA

You should join our PTA because PTA amplifies your voice through collective impact. We can do more together than we can apart! When you belong to PTA, learn what you can do to positively impact students, families, and schools, as well as education programs and services. PTA advocacy helps you, your child, and all children because our PTA Connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations. Will you support our efforts by becoming a member?

JOIN our PTA by scanning the QR Code or going online at ...

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Our PTA Creates Connections



Our PTA Supports Your Child



Our PTA Amplifies Your Voice